



Innovate!

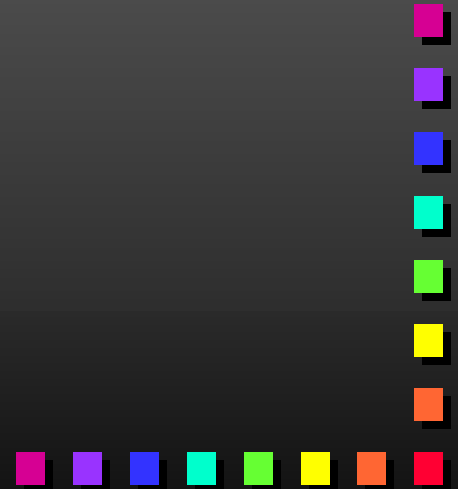
Path to Quality, Customer Delight and Competitive Advantage

Donna Prestwood & Paul Schumann



Outline

- Innovation
- InnoVantage Grid™
- Principles of Innovation
- Summary



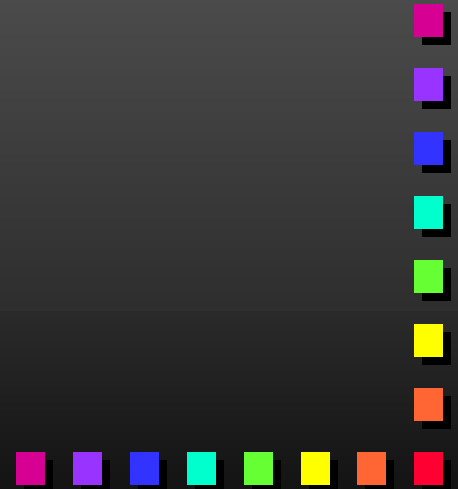
Types of Innovation

■ Nature

- Product
- Process
- Procedure

■ Class

- Breakthrough
- Distinctive
- Incremental



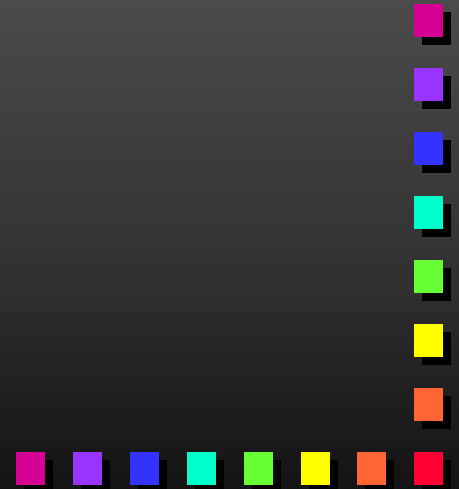
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- Process

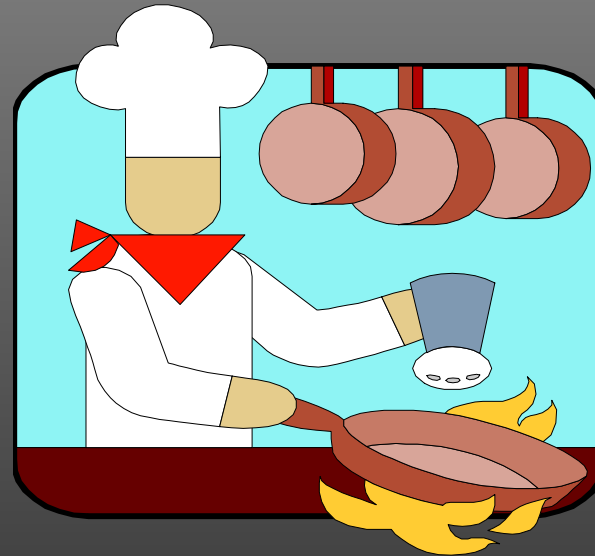
- Procedure

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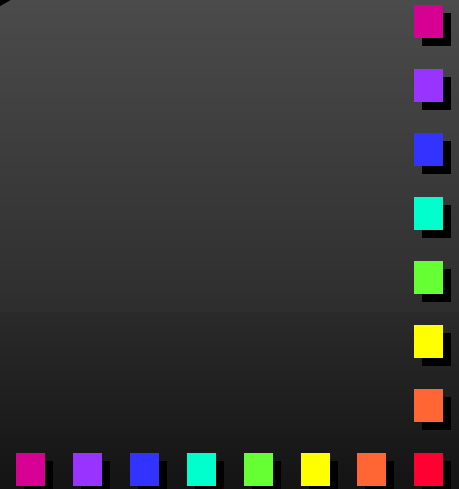
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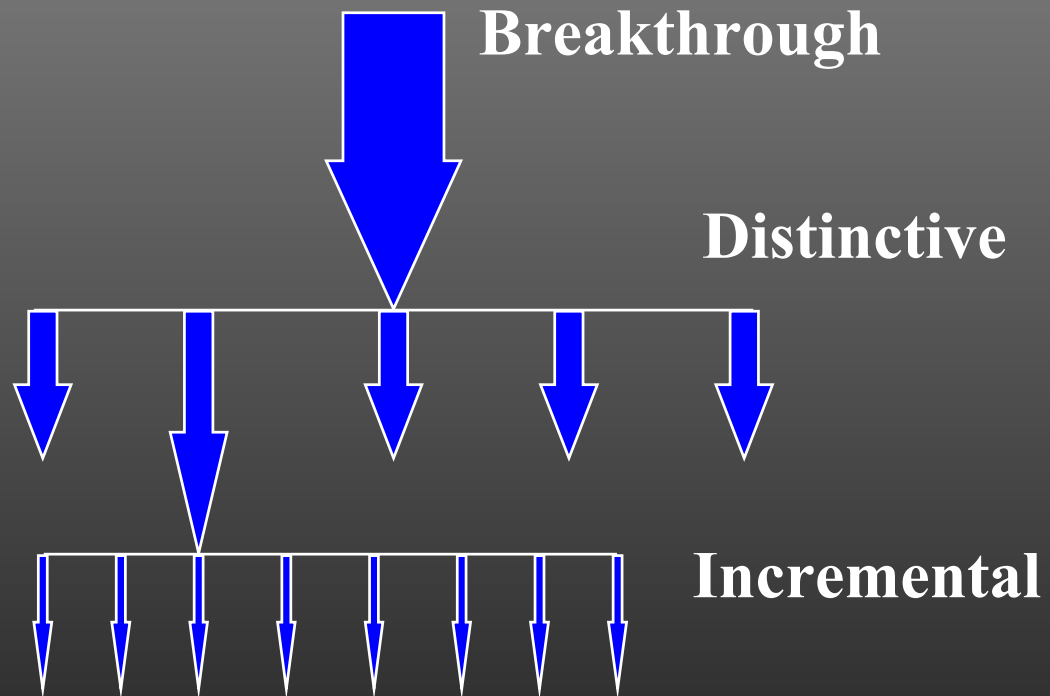
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InnoVantage Grid™

Incremental

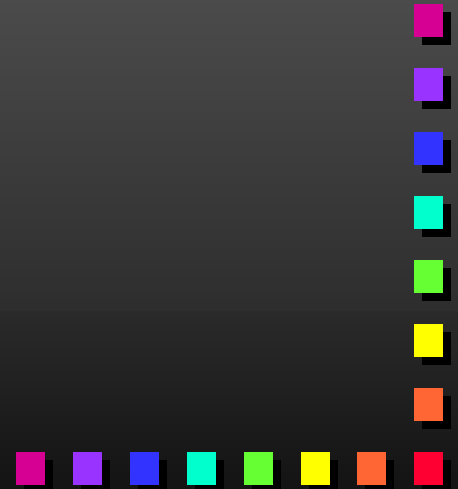
Distinctive

Breakthrough

Product

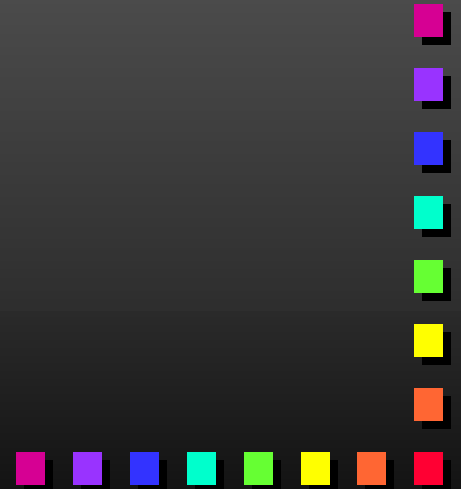
Process

Procedure



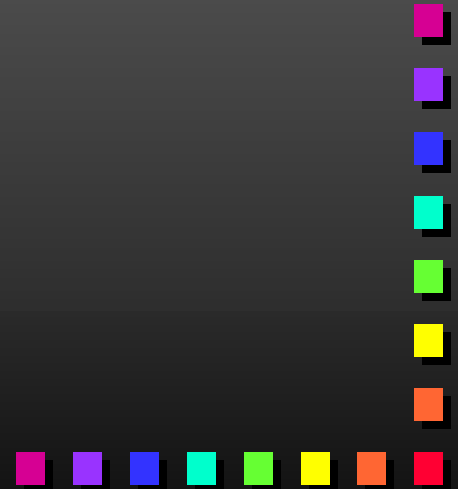
Examples

- Automobile
- Personal Computer

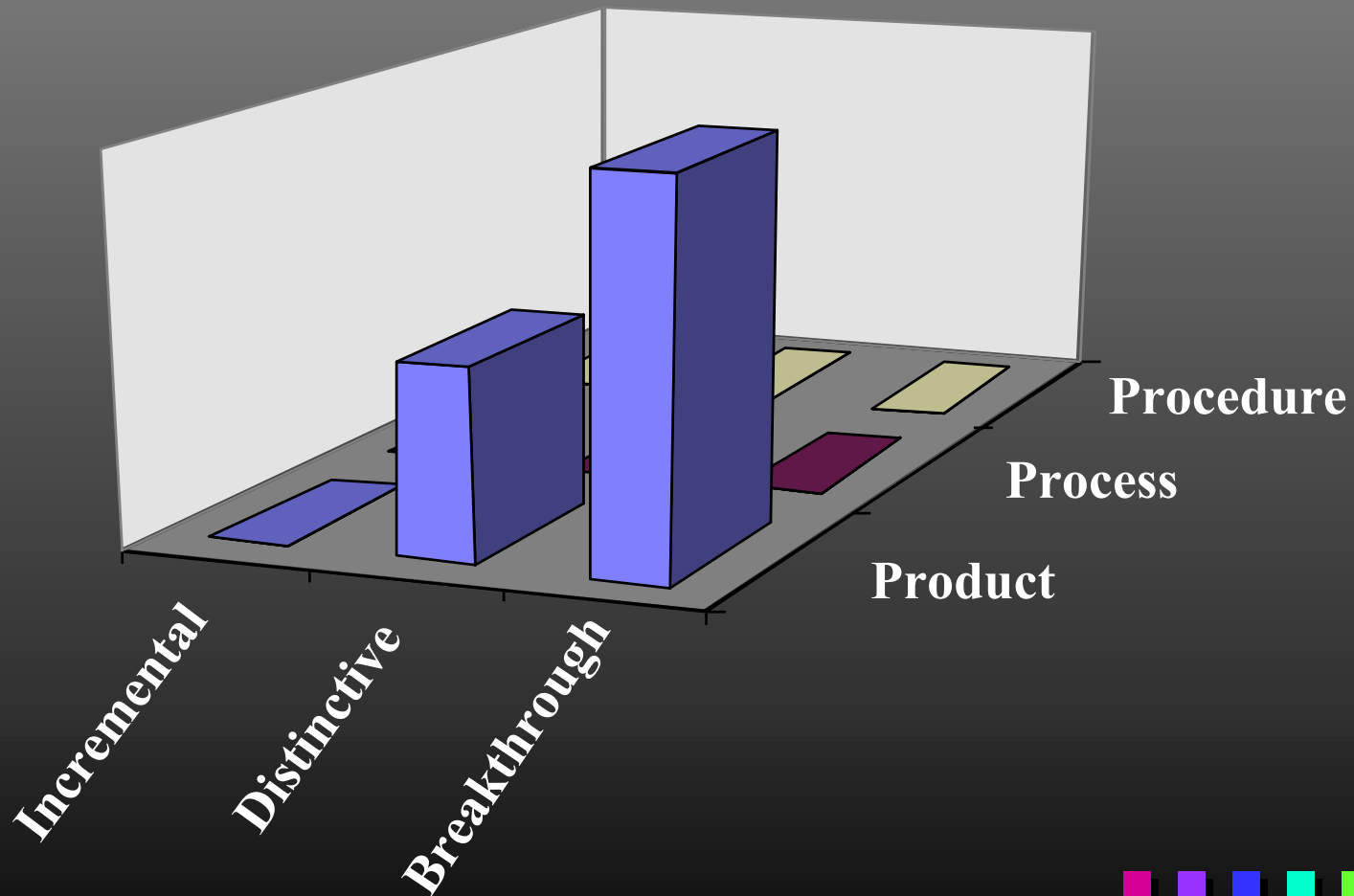


Examples

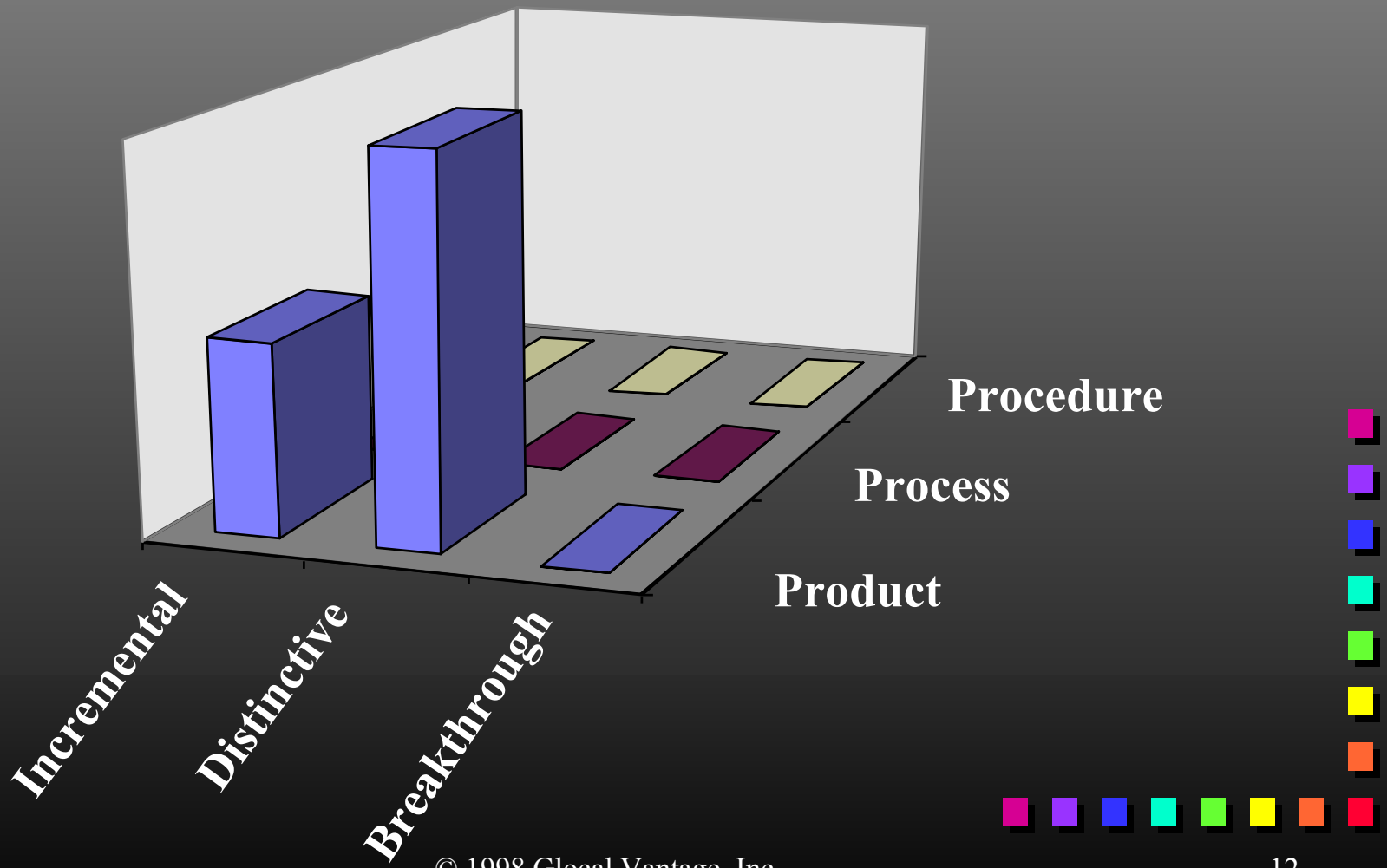
- Automobile
- Personal Computer



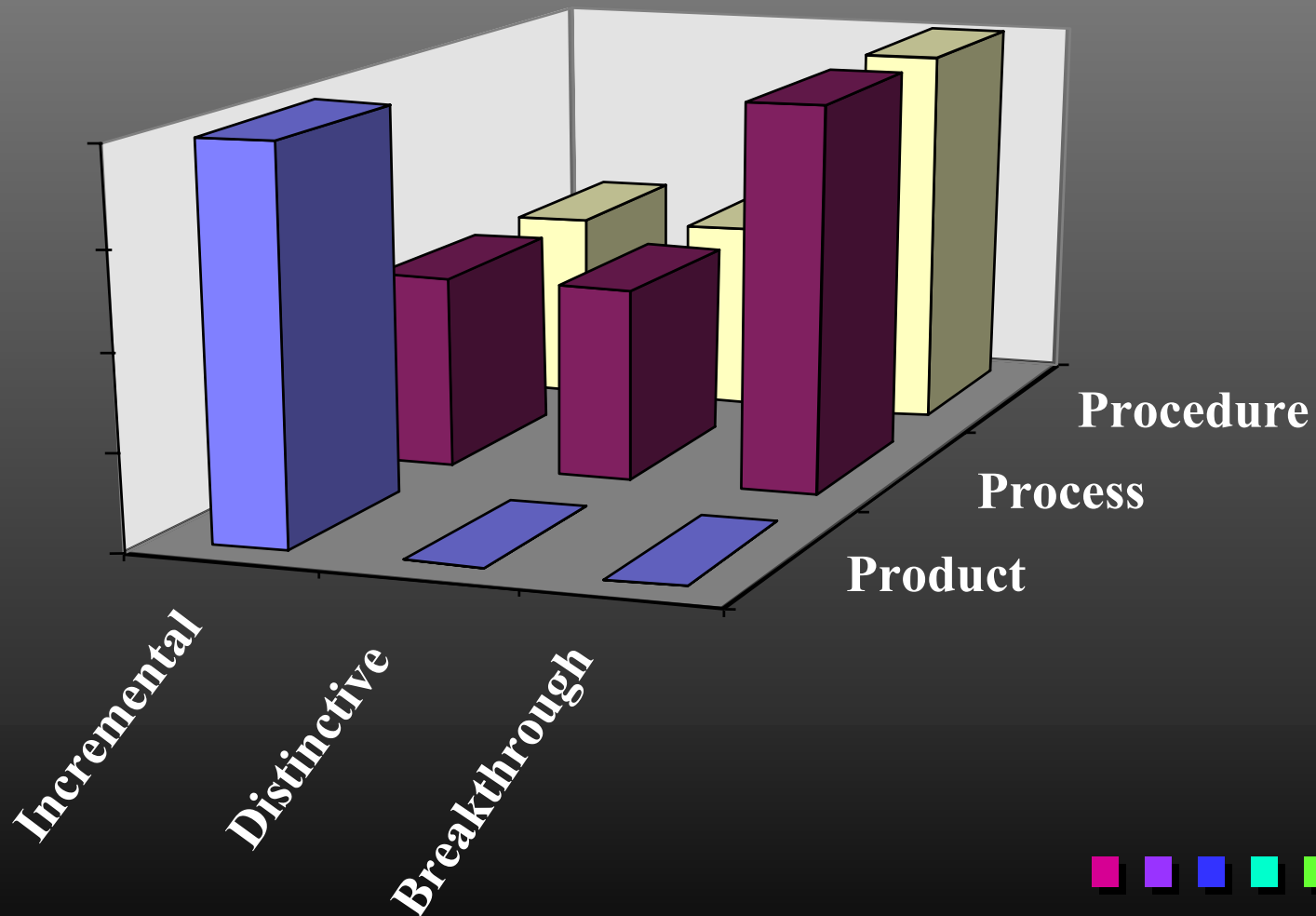
Automotive History: Experimenters & Hobbyists



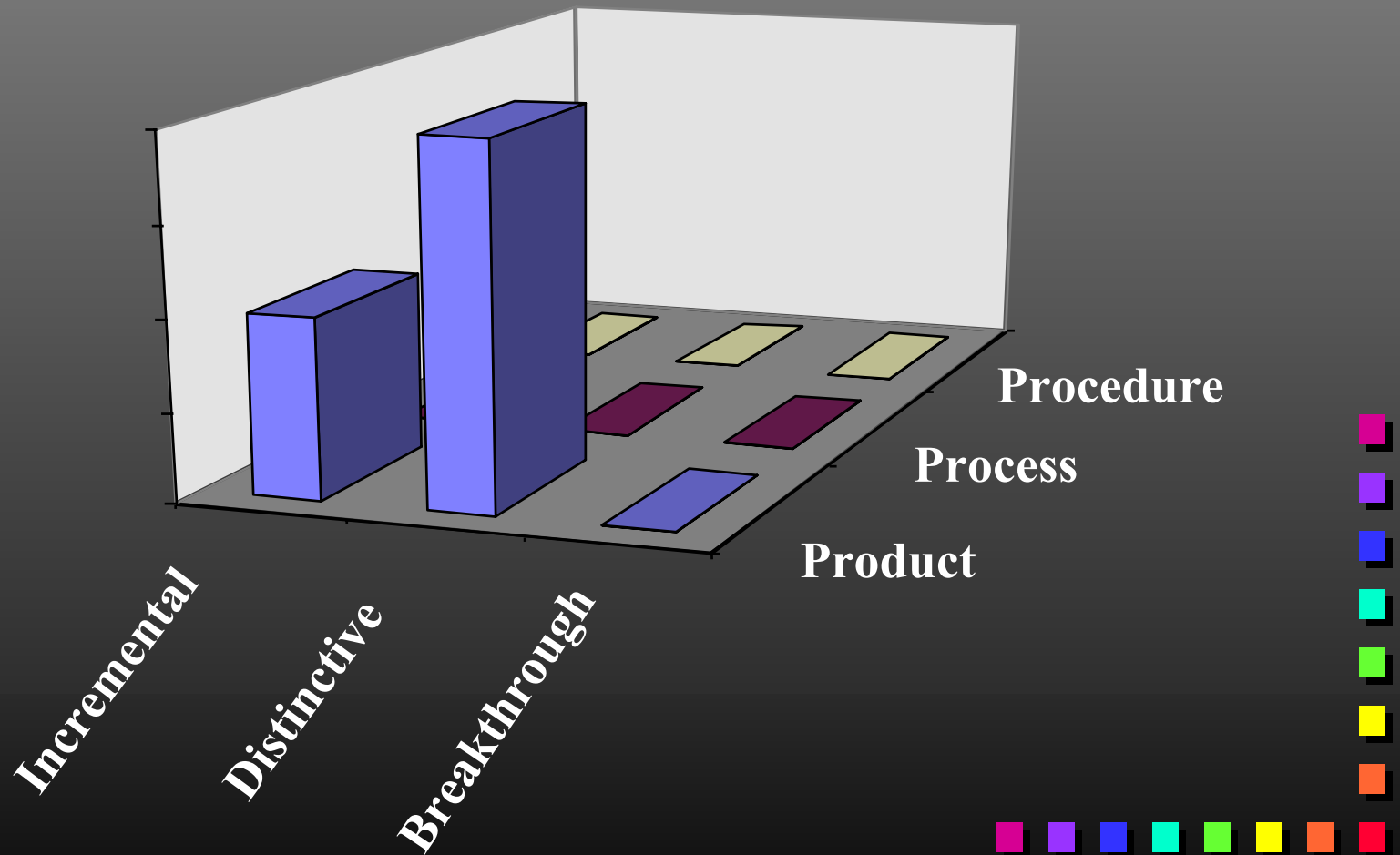
Automotive History: Search & Learn



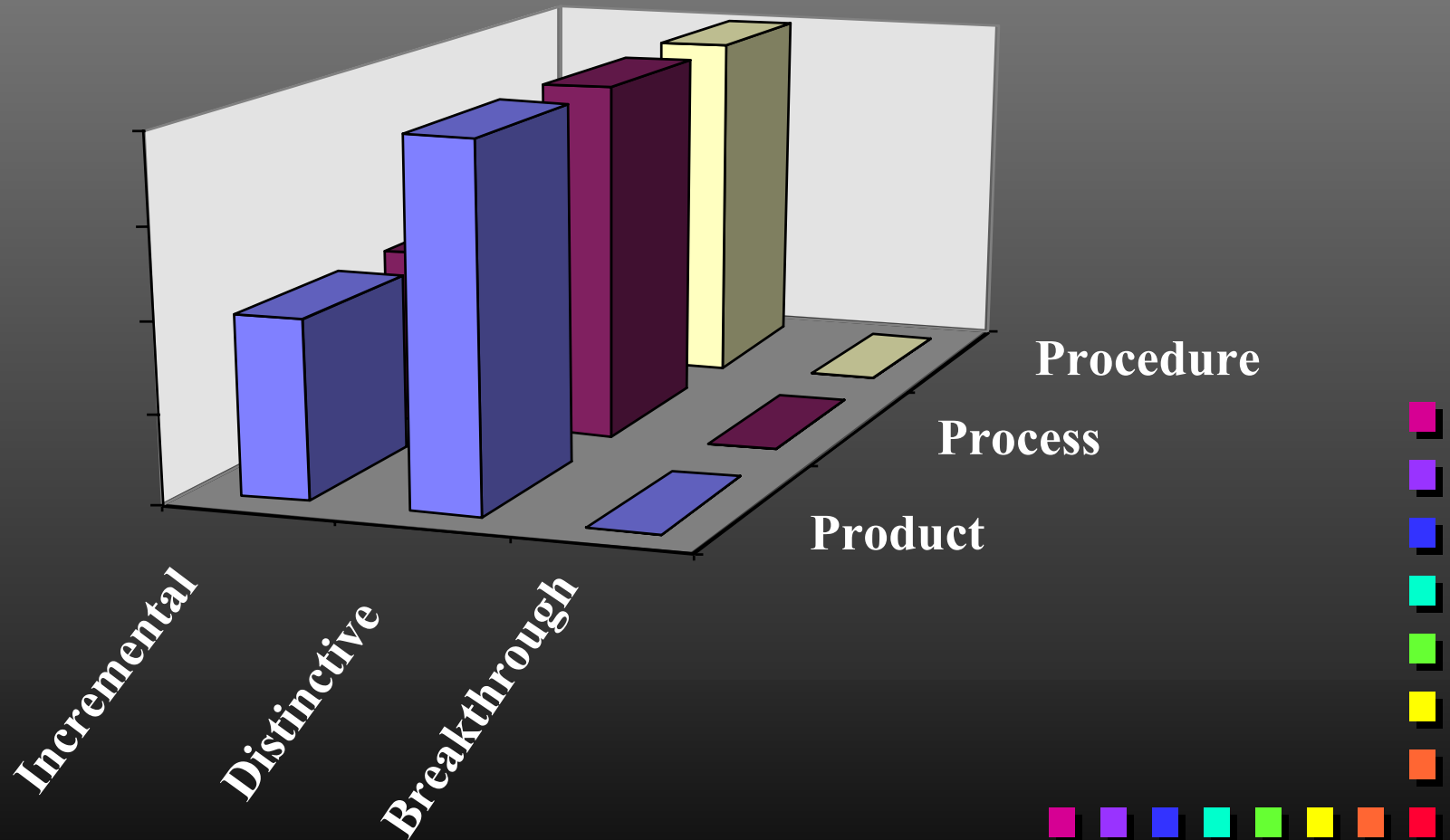
Automotive History: A Car for Everyone



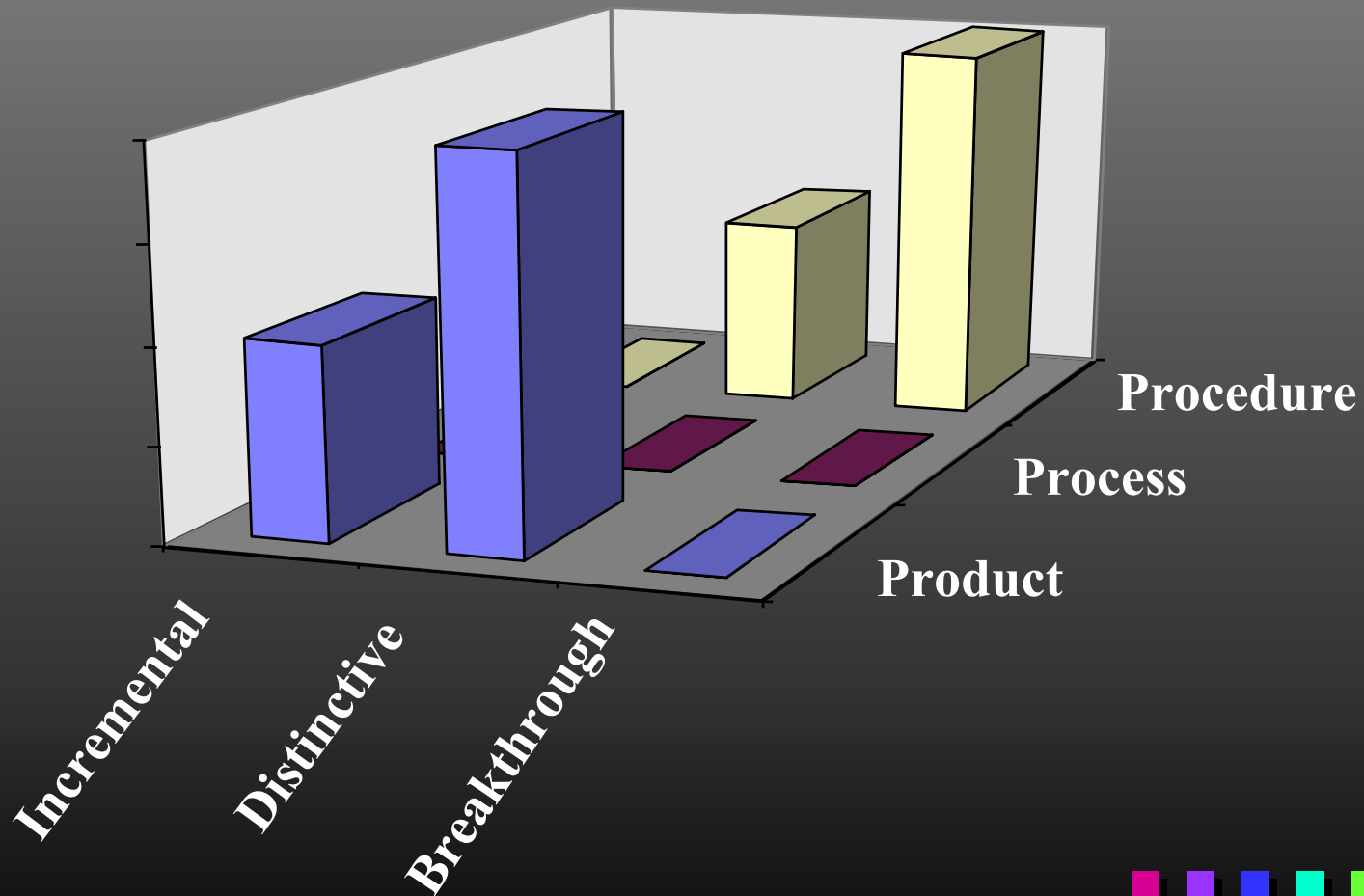
Automotive History: Living Room on Wheels



Automotive History: Synthesizing Market Demands

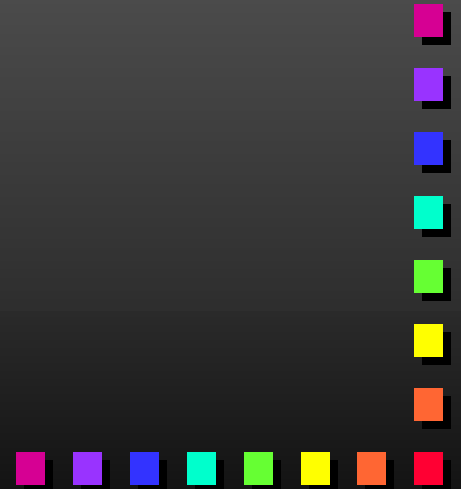


Automotive History: Life Style on Wheels



Examples

- Automobile
- Personal Computer



Personal Computer (1970s): Researchers & Hobbyists

Product			
Process			
Procedure			
	Incremental	Distinctive	Breakthrough



Personal Computer (1981 - 1986): Market Development

Product	Yellow	Red	Blue
Process	Blue	Blue	Blue
Procedure	Blue	Blue	Red
	Incremental	Distinctive	Breakthrough



Personal Computer (1987 - 1993): Cloning

Product			
Process			
Procedure			
	Incremental	Distinctive	Breakthrough



Personal Computer (1993 - 1995): Market Expansion

Product			
Process			
Procedure			
	Incremental	Distinctive	Breakthrough

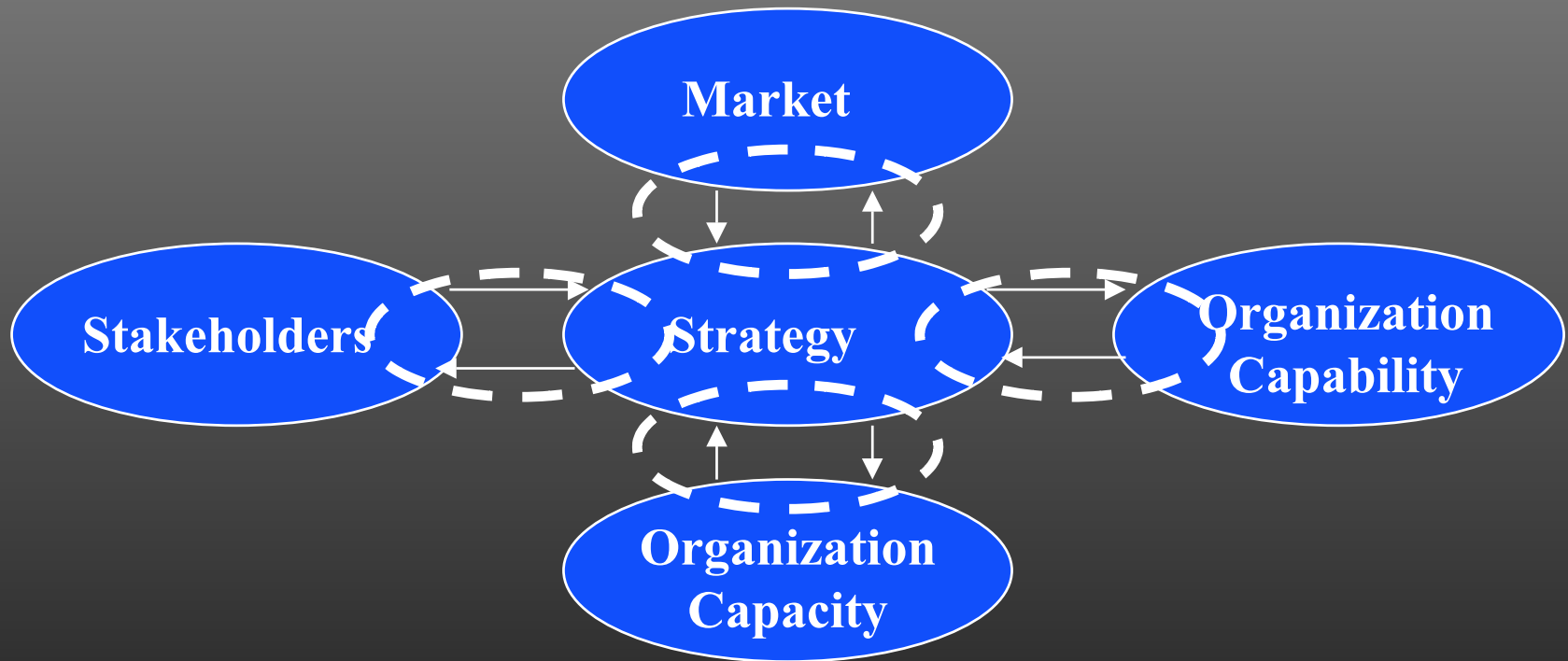


Personal Computer (1995 - ?): Windows on the World

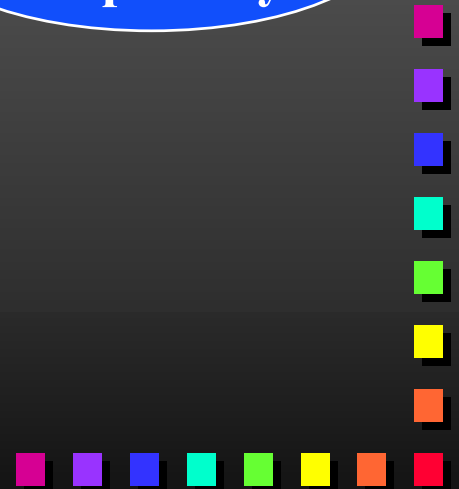
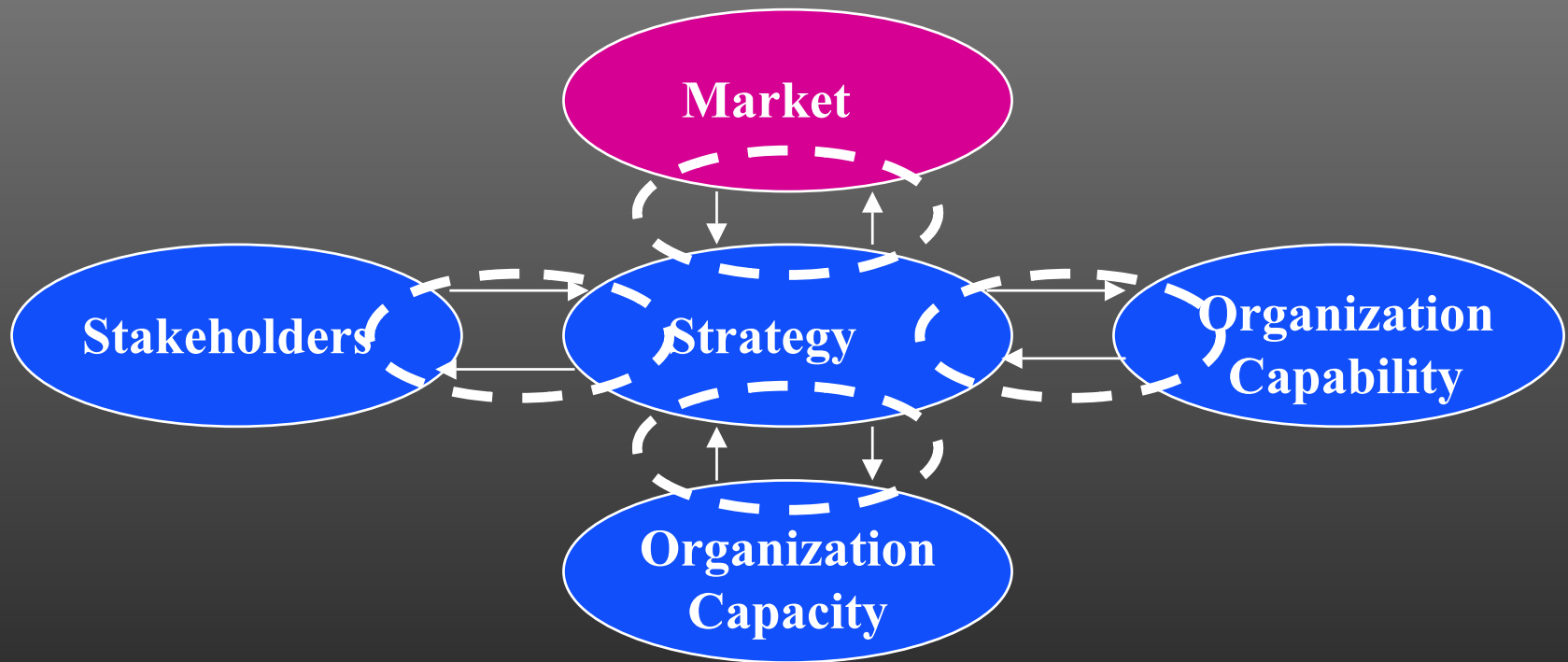
Product	Yellow	Red	Blue
Process	Blue	Yellow	Red
Procedure	Yellow	Red	Blue
	Incremental	Distinctive	Breakthrough



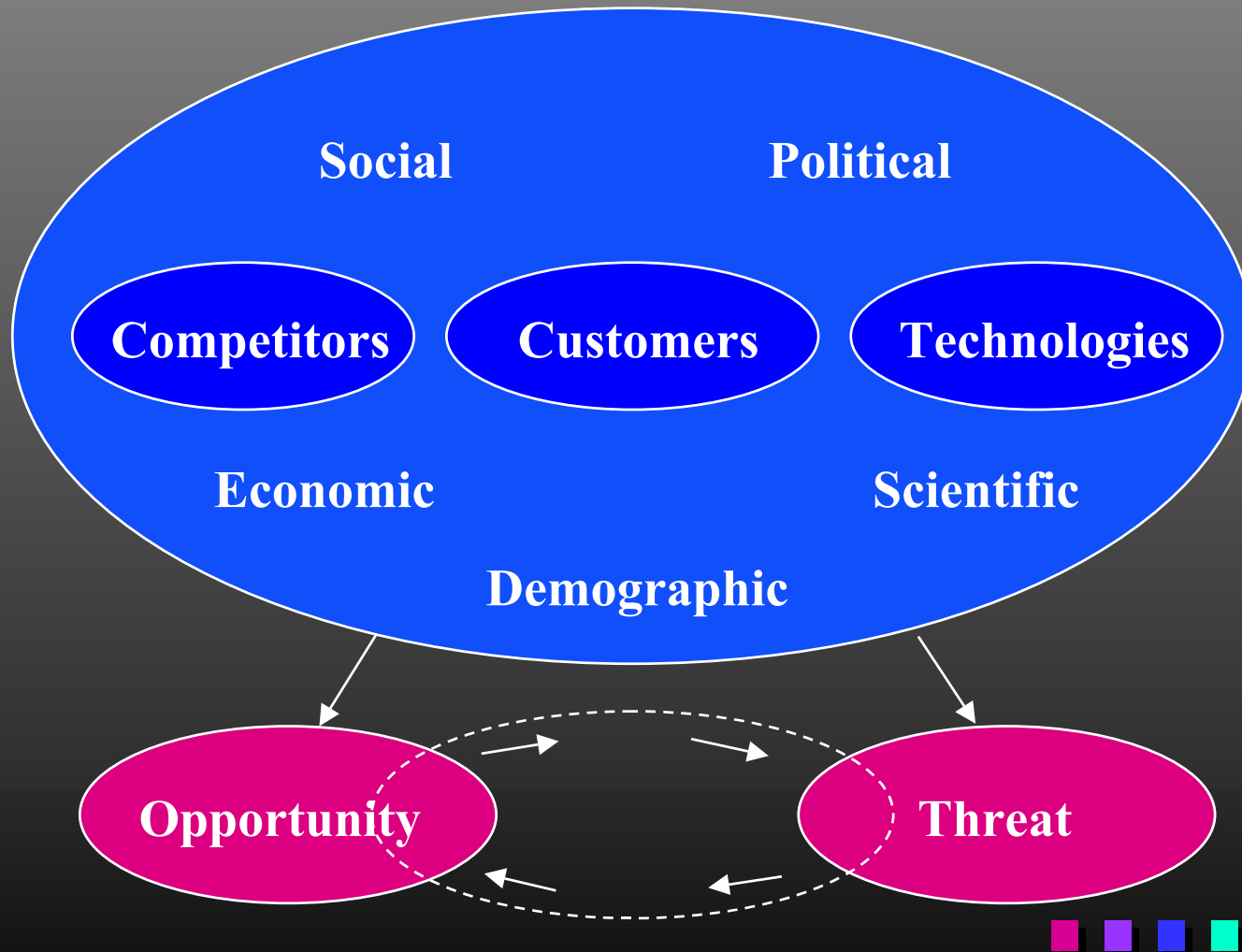
The Glocal Vantage Point



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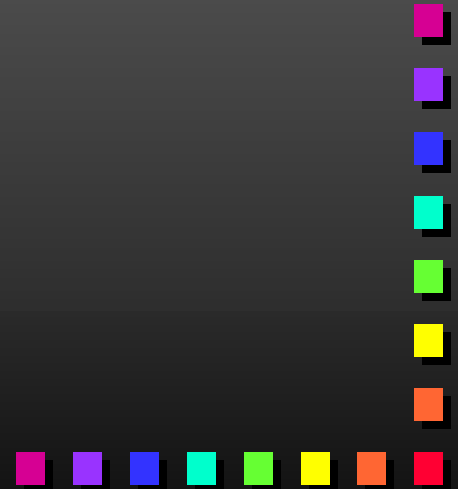


The Market



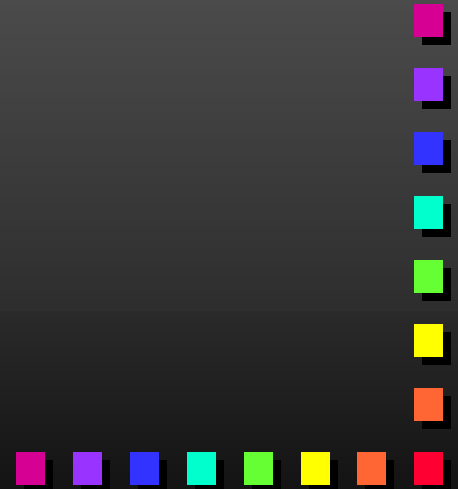
Customers

- Present Customers
- Identified Potential Customers
- Unidentified Potential Customers



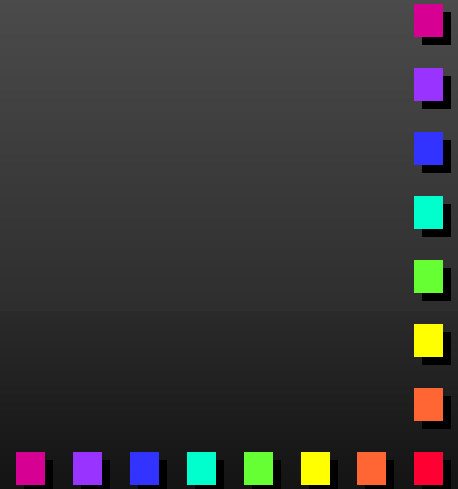
Competition

- Direct
- Indirect
- Structural

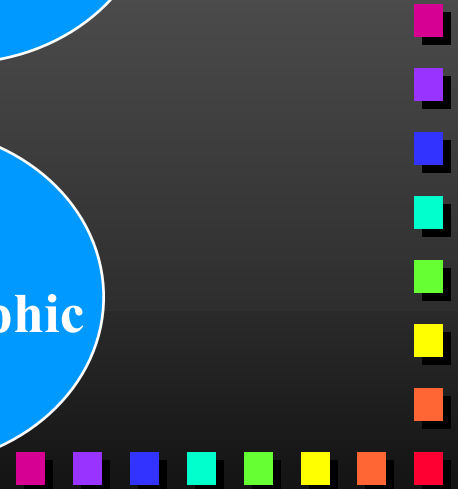
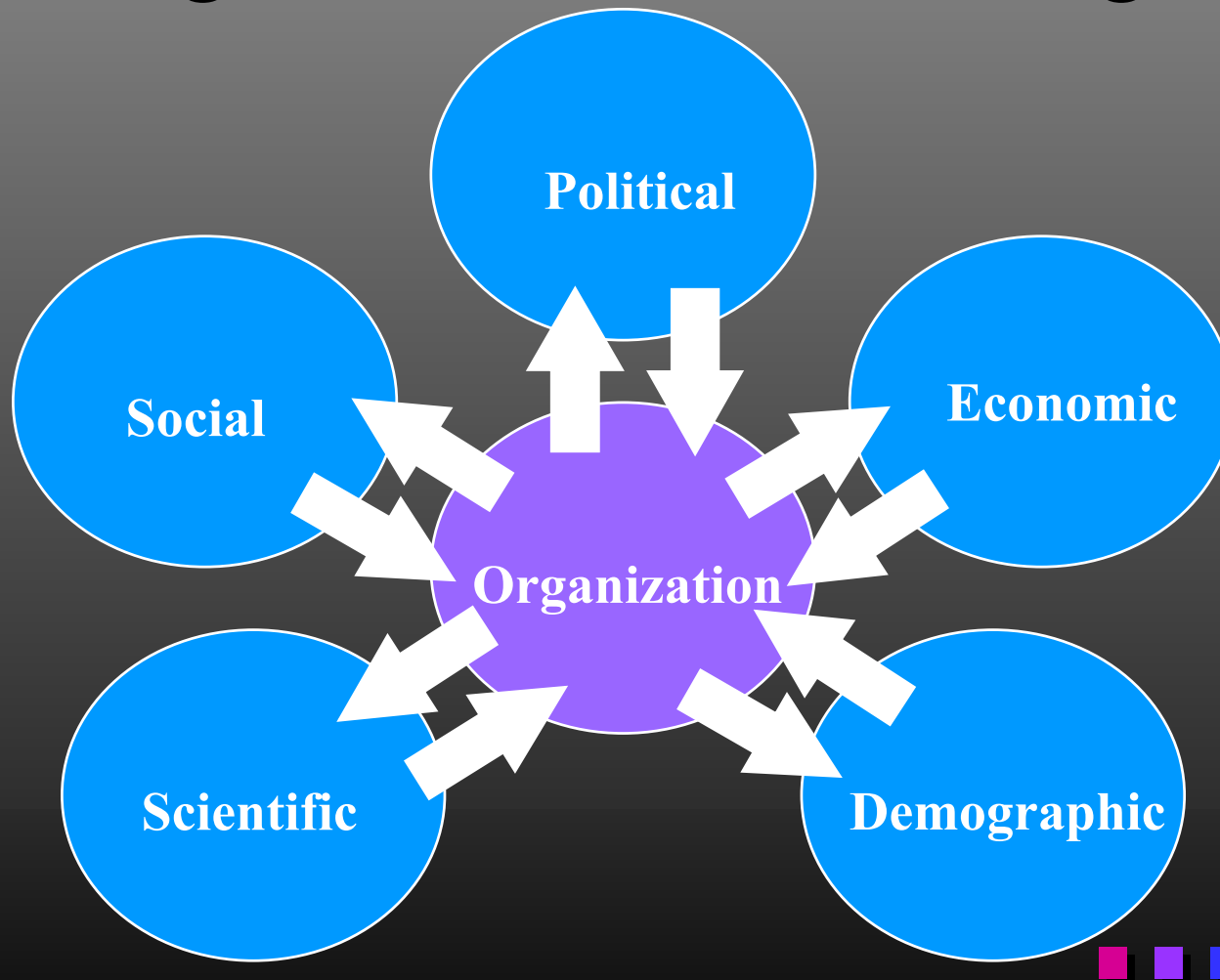


Technology

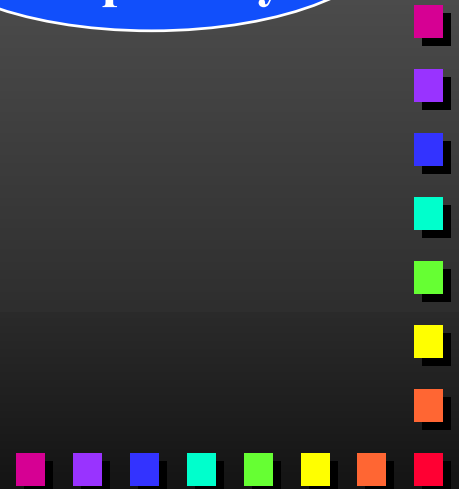
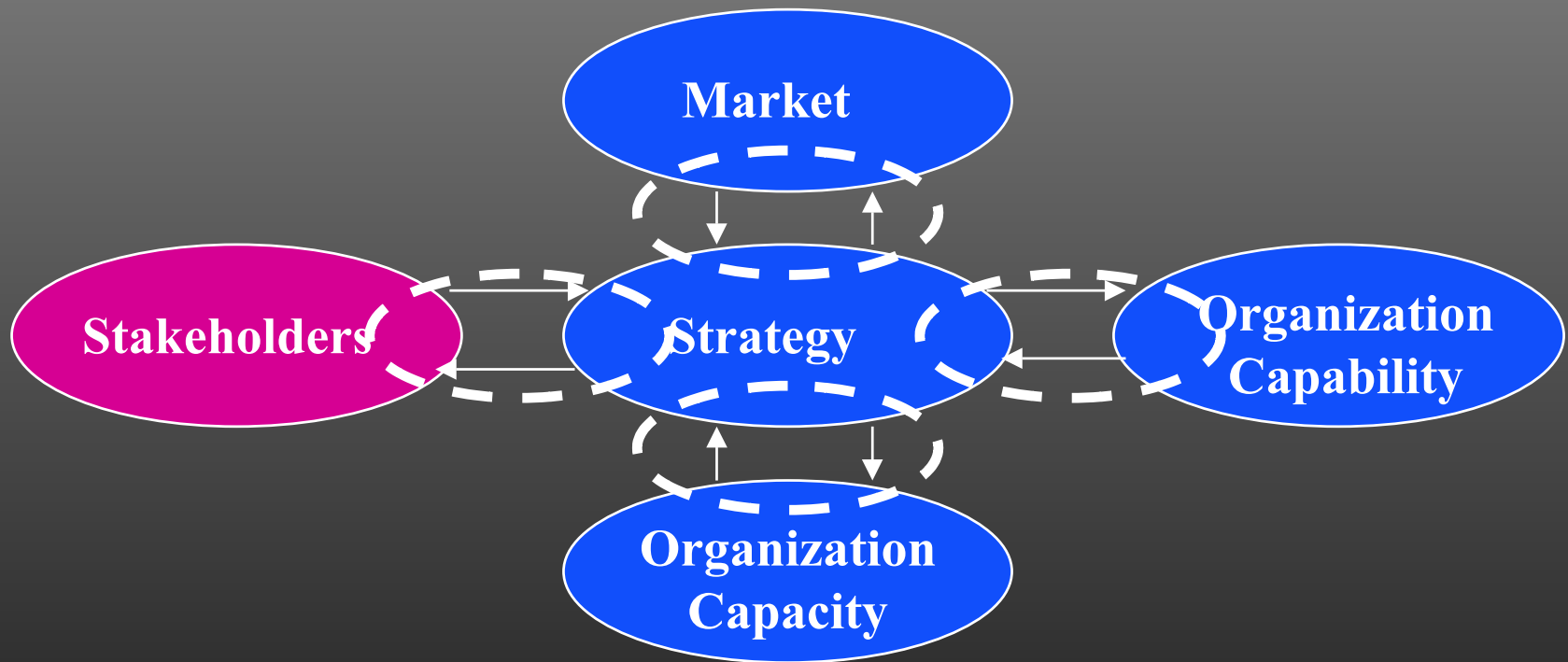
- Embedded
- Supportive
- Enabling



Driving Forces for Change

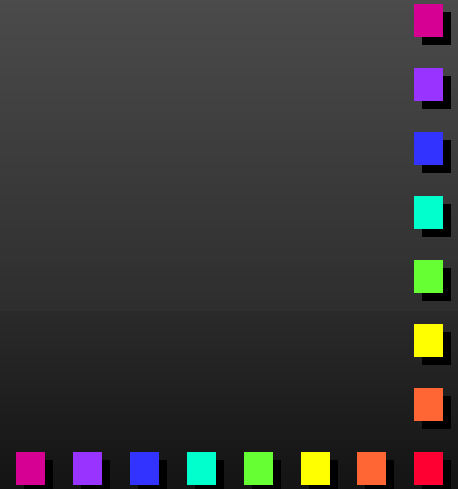


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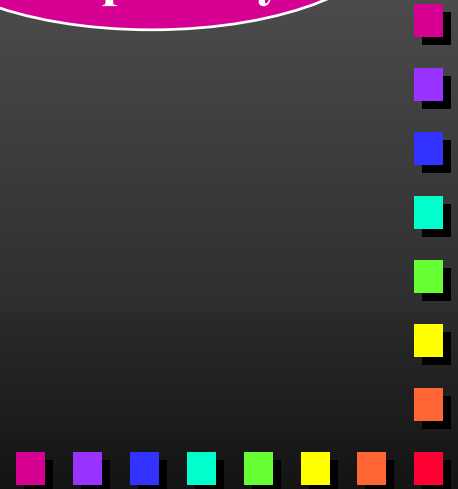
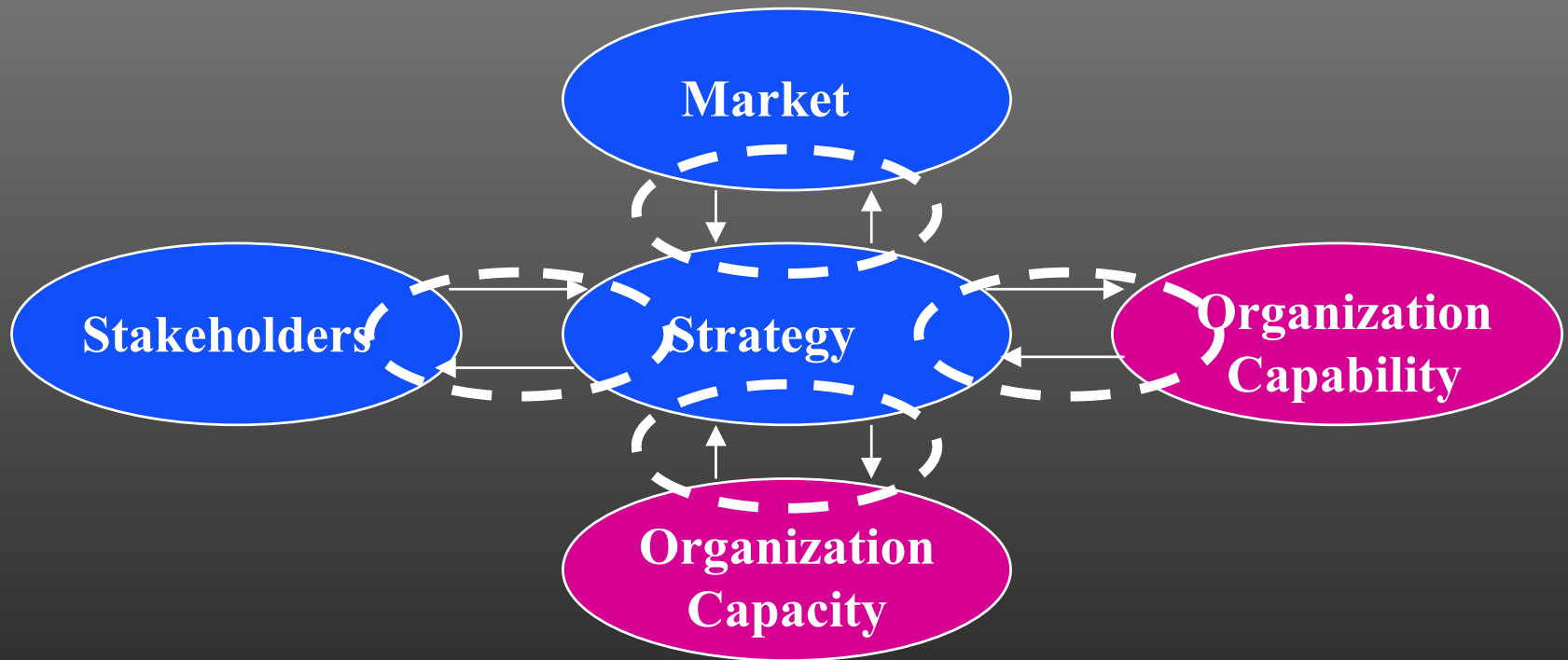


Stakeholders

- Stockholders
- Employees
- Customers
- Suppliers
- Strategic Partners
- Communities

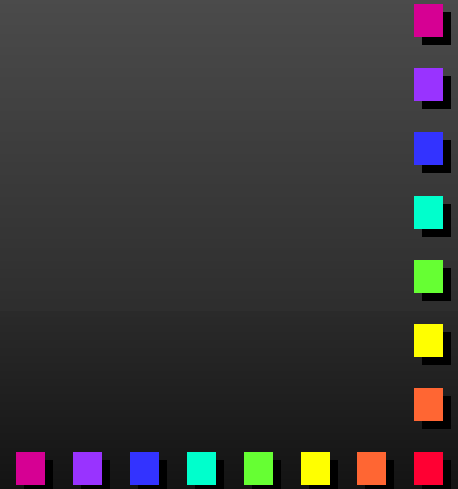


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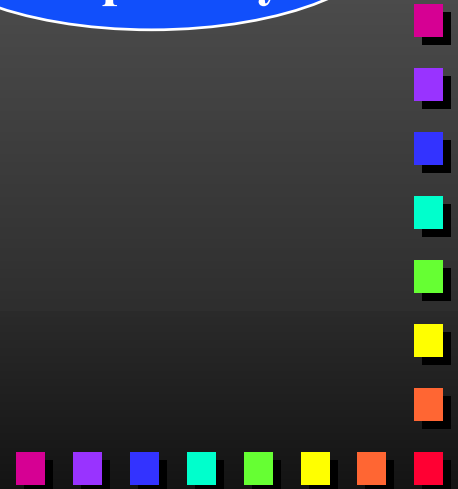
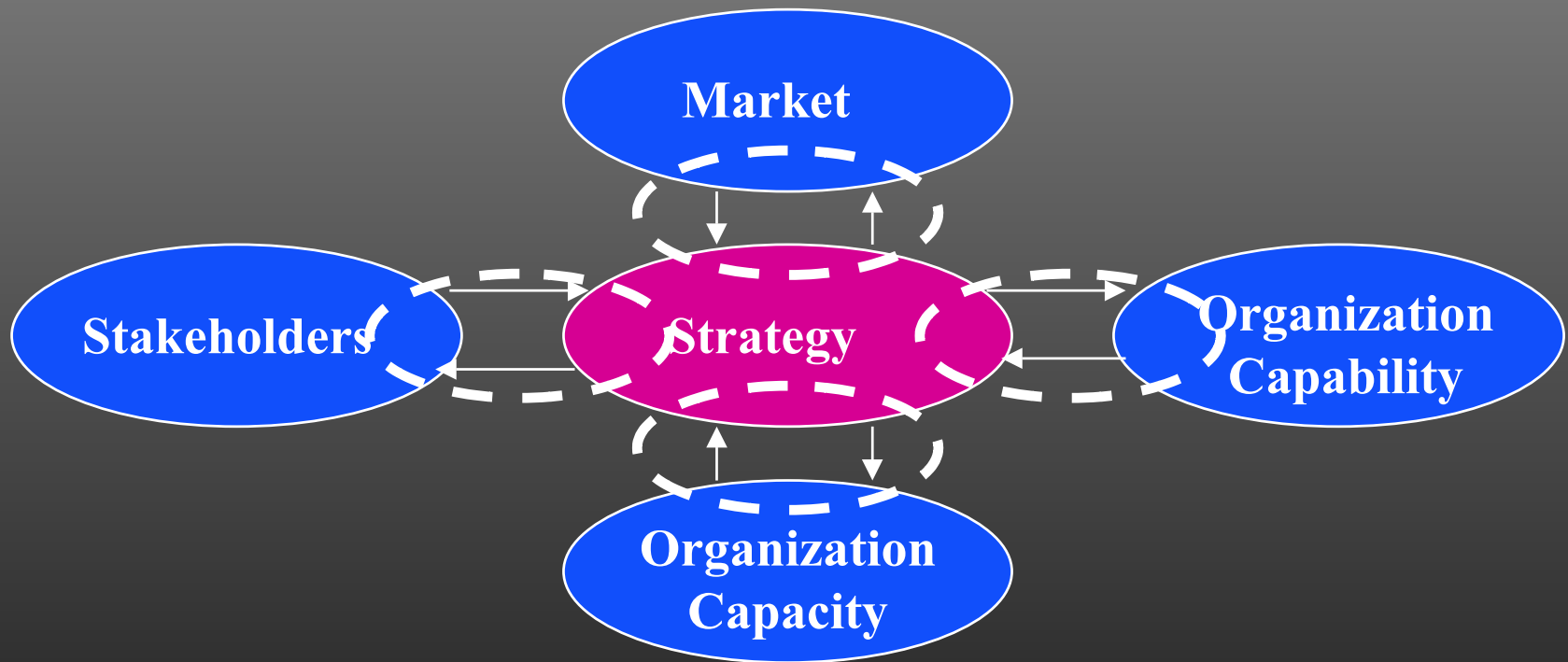


The Organization

- Projects
- Resources
 - Capital
 - People
 - Strategic Relationships
 - Facilities, Equipment and Land
 - Intellectual Property
- Culture



The Glocal Vantage Point



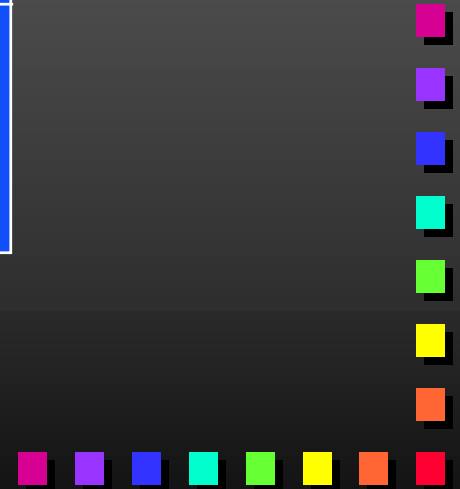
Strategy

- Organization Dependent
- Provides Competitive Differentiation
- Way to Capitalize on the Opportunity
- How to Minimize or Avoid Threats
- Effectively Utilizes the Organization
- Satisfies Stakeholders

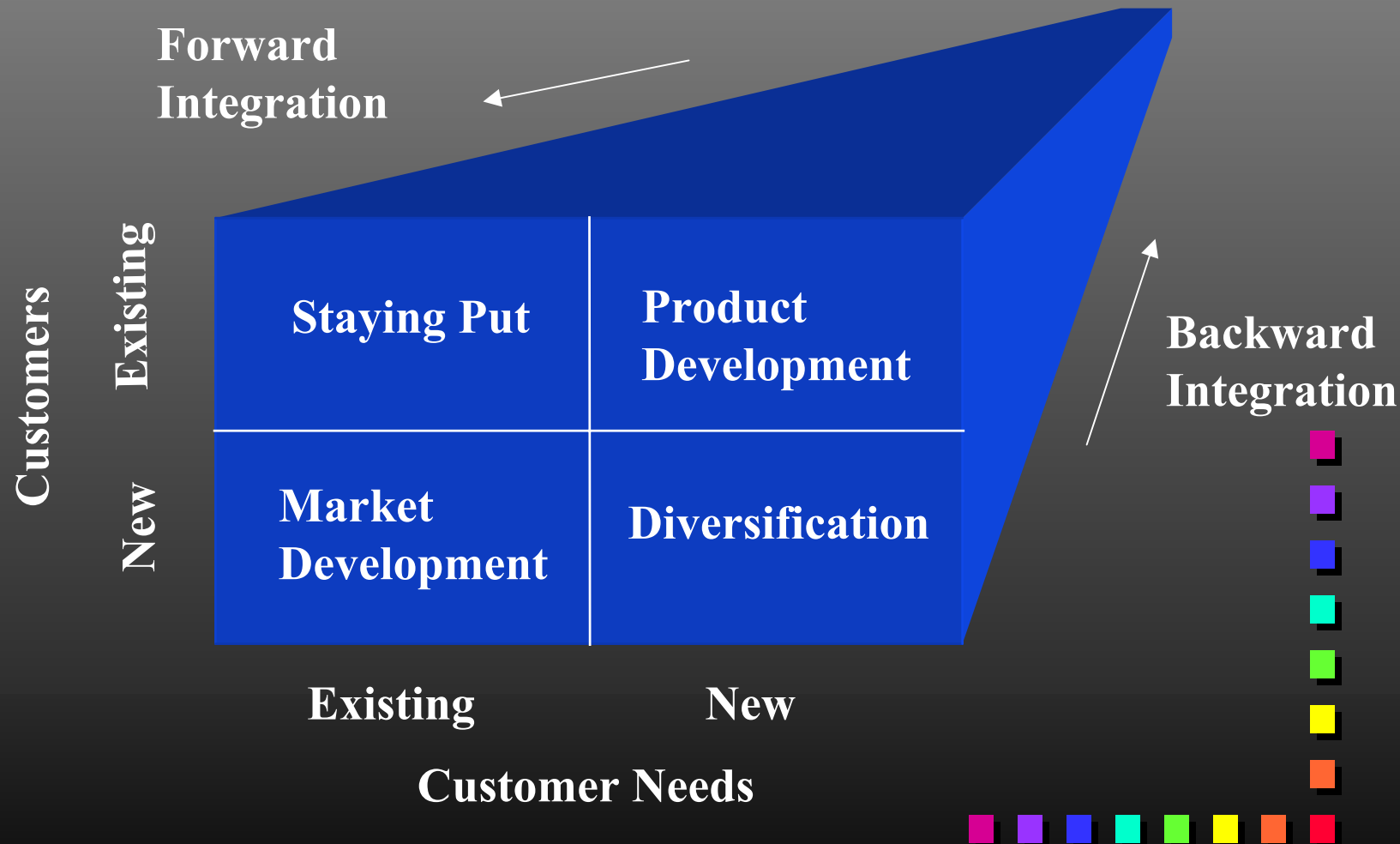


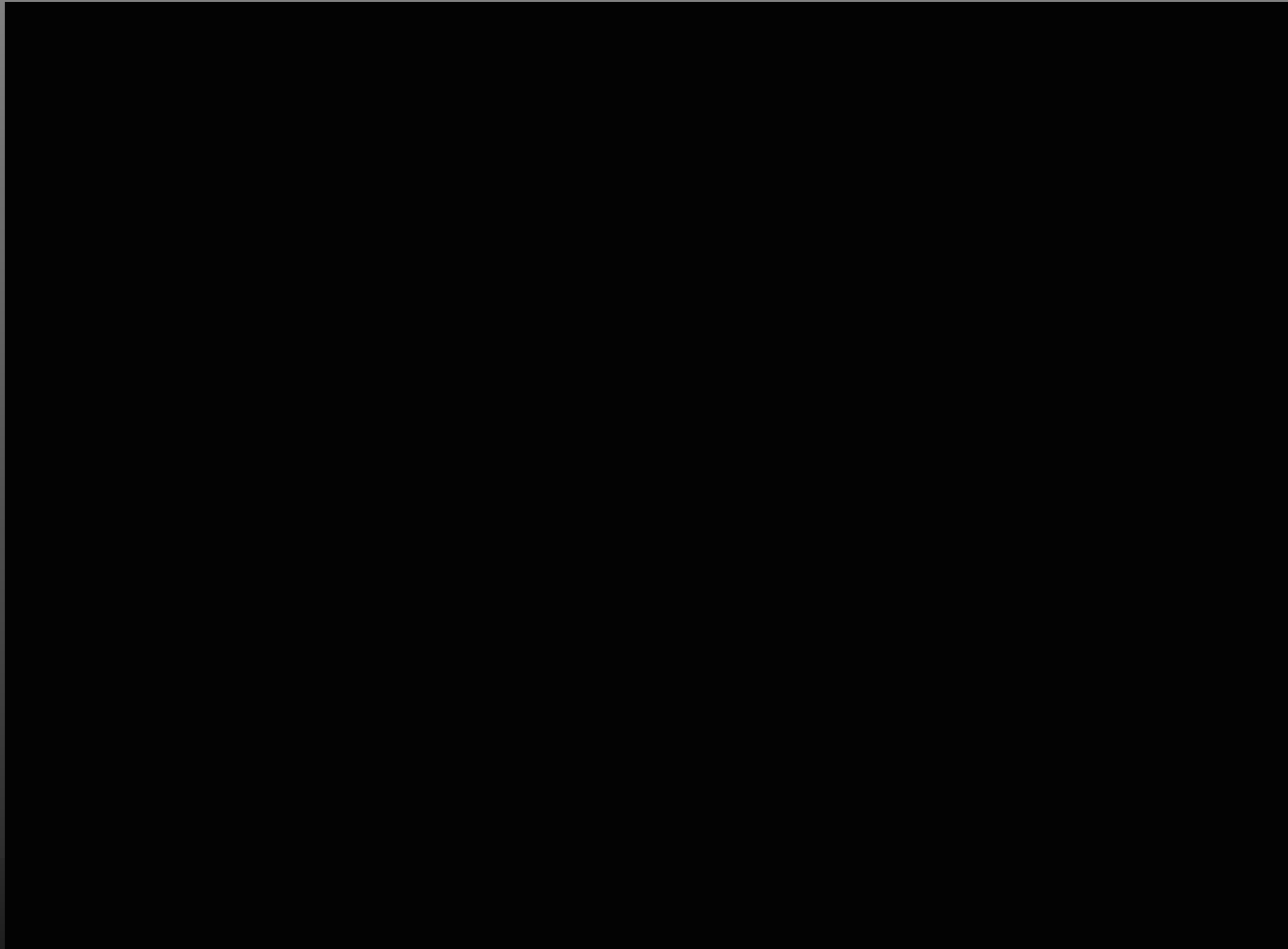
Business Development

Customers	Existing	Staying Put	Product Development
	New	Market Development	Diversification
		Existing	New
		Customer Needs	



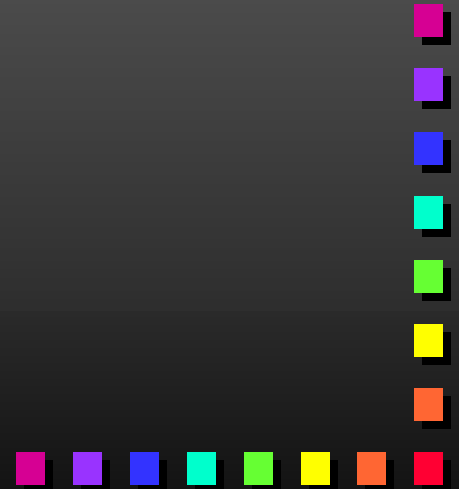
Business Development





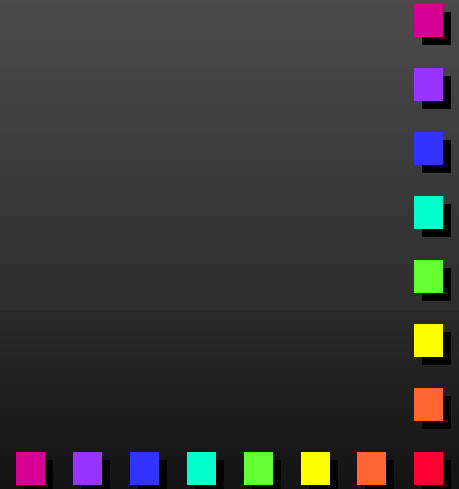
Principles of Innovation

- Gain the vantage point
- Seek change
- Encourage freedom
- Delight customers



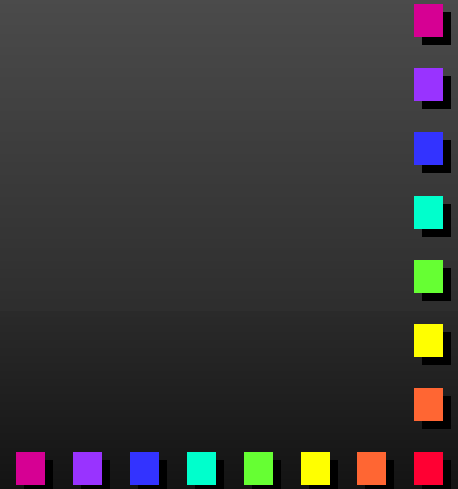
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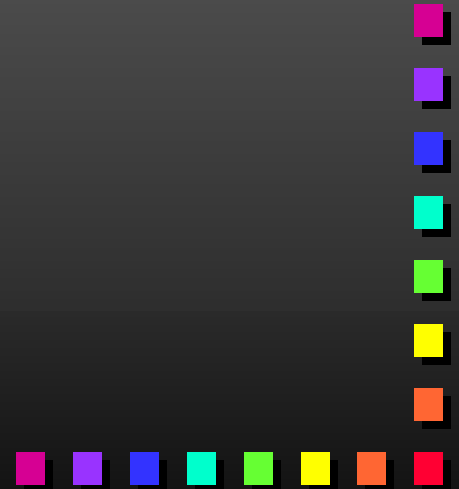
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